

<b>REQUEST FOR COUNCIL ACTION</b> CITY OF SAN DIEGO				CERTIFICATE NUMBER (FOR COMPTROLLER'S USE ONLY) N/A	
TO: CITY COUNCIL		FROM (ORIGINATING DEPARTMENT): Library		DATE: 06/21/2013	
SUBJECT: Fees for Central Library Special Event Space					
PRIMARY CONTACT (NAME, PHONE): Deborah Barrow,(619) 236-5843			SECONDARY CONTACT (NAME, PHONE): Marion Moss Hubbard, (619) 236-5848		
COMPLETE FOR ACCOUNTING PURPOSES					
FUND	100000				
DEPT / FUNCTIONAL AREA	OTHR-00000000-CL				
ORG / COST CENTER	1713110001				
OBJECT / GENERAL LEDGER ACCT	418093				
JOB / WBS OR INTERNAL ORDER	N/A				
C.I.P./CAPITAL PROJECT No.	N/A				
AMOUNT	\$0.00	0.00	0.00	0.00	0.00
FUND					
DEPT / FUNCTIONAL AREA					
ORG / COST CENTER					
OBJECT / GENERAL LEDGER ACCT					
JOB / WBS OR INTERNAL ORDER					
C.I.P./CAPITAL PROJECT No.					
AMOUNT	0.00	0.00	0.00	0.00	0.00
COST SUMMARY (IF APPLICABLE): N/A					
ROUTING AND APPROVALS					
CONTRIBUTORS/REVIEWERS:		APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	
Equal Opportunity Contracting		ORIG DEPT.	Barrow, Deborah	6/26/2013	
Environmental Analysis		CFO			
Liaison Office		DEPUTY CHIEF			
Financial Management		COO			
Comptroller		CITY ATTORNEY	Gleeson, Carrie		
		COUNCIL PRESIDENTS OFFICE			
PREPARATION OF:	<input checked="" type="checkbox"/> RESOLUTIONS	<input type="checkbox"/> ORDINANCE(S)	<input type="checkbox"/> AGREEMENT(S)	<input type="checkbox"/> DEED(S)	
1) Approve the proposed special event space fees schedule for the San Diego Public Library (SDPL) Central Library;					

2) Direct that the City Clerk amend the City Rate book to add the Central Library Special Event Space Fees;	
3) That the proposed fee schedule adjustment shall be effective upon adoption of this resolution.	
STAFF RECOMMENDATIONS: Approve the proposed Special Event Space Fees Schedule for the San Diego Public Library (SDPL) Central Library.	
SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION)	
COUNCIL DISTRICT(S):	All
COMMUNITY AREA(S):	All Community Areas
ENVIRONMENTAL IMPACT:	This activity is not a project as defined by the California Environmental Quality Act Section 21065 and State CEQA Guidelines Section 15378(b)(5), as it is an organizational or administrative activity of government that will not result in direct or indirect physical changes in the environment. The determination that this activity is not subject to CEQA, pursuant to Section 15060(c)(3), is not appealable and a Notice of Right to Appeal the Environmental Determination (NORA) is not required.
CITY CLERK INSTRUCTIONS:	Route to Secondary Contact when fully executed.

**COUNCIL ACTION  
EXECUTIVE SUMMARY SHEET  
CITY OF SAN DIEGO**

DATE: 06/21/2013

ORIGINATING DEPARTMENT: Library

SUBJECT: Fees for Central Library Special Event Space

COUNCIL DISTRICT(S): All

CONTACT/PHONE NUMBER: Deborah Barrow/(619) 236-5843

**DESCRIPTIVE SUMMARY OF ITEM:**

The proposed San Diego Public Library Central Library Special Event Space Fee Schedule is a modification to the existing Library Meeting Room Fee Schedule, which was adopted by City Council in 2009. That policy will remain for regular library meeting rooms until revised. This action will make the following Special Event Spaces available for rent at the Central Library: the auditorium, the Special Events Room, and larger meeting rooms, as well as open spaces on the first floor and top floor to commercial, not for profit organizations, and individuals.

**STAFF RECOMMENDATION:**

Approve the proposed Special Event Space Fees Schedule for the San Diego Public Library (SDPL) Central Library.

**EXECUTIVE SUMMARY OF ITEM BACKGROUND:**The San Diego Public Library's new Central Library is scheduled to open on September 28, 2013. It will be a new state-of-the-art cultural center for literacy and learning for the entire San Diego region. One of the benefits that the new Central Library will offer, which the old Central Library lacked, is meeting space for large and small groups and special events space.

The old Central Library at 820 E Street is a 58-year old building. It closed to the public on June 9, 2013 in preparation for the move to the new Central Library at 330 Park Blvd. The old Library had very limited and totally inadequate space for meeting the needs of the 8th largest city in the U.S. With an auditorium that holds only 180 people, it was difficult to attract major authors and performers to San Diego. With only one small meeting room that had a capacity of 35 people, the space was in high demand for library events and staff meetings. There was little availability for external groups and the small size of the space limited the flexibility to schedule large meetings or vary the configuration of the space to meet community needs.

The new Central Library will have 35 small and specialized group study rooms, a homework center, three Internet and computer labs/training rooms, an IDEA (Innovation and Digital Expression Activity) lab, and a teen media room, most of which will be free and open to the public or offered on a first come, first serve basis. Charges for regular meeting rooms will follow the current City Fee Schedule for meeting rooms adopted by City Council in 2009. The plan is to make available for rent the auditorium, the Special Events Room, and larger meeting rooms, as well as open spaces on the first floor and top floor to commercial, not for profit organizations, and individuals. These rentals are projected to generate \$150,000.00 in revenue to offset the additional new Central Library operating costs. The new Central Library is a regional asset that expands beyond San Diego Council Districts and Community Areas. The proposed fees will

apply to San Diego residents and non-residents that use the new Central Library special event spaces. Room rentals will be managed by Library Department staff.

These larger gathering spaces, which are anticipated to be highly desirable for rental, include a new 352-seat auditorium, the lobby, a 46-person conference center, the inspirational Reading Room with three stories of glass under the dome, a specialty art gallery, the stunning 9th floor Special Events Room with balconies facing west toward downtown and south toward the bay, and a 9th floor open area and sculpture garden that take advantage of the beautiful San Diego skyline and climate. The proposed San Diego Public Library Central Library Special Event Space Fee Schedule that is attached is a modification to the existing Library Meeting Room Fee Schedule, which was adopted by City Council in 2009. That policy will remain for regular library meeting rooms until revised.

All fees recommended in this report have been reviewed by the City Attorney's Office (CAO) for compliance with Proposition 26, approved by voters in 2010. After reviewing this fee structure, the CAO has indicated that these charges are not a "tax" as defined in Proposition 26 because they fall within the exception for charges for the rental or lease of local government property. Administrative Regulation 95.25 provides that the Library Director shall have the authority to establish fines and fees for the use of library facilities and services, subject to the approval of City Council.

**FISCAL CONSIDERATIONS:** Library staff performed a survey of rental rates for similar space in the City and in public libraries of other major cities to arrive at reasonable market rates (see Benchmarking Tables, attached). The proposed special event space fees are reasonable fair market rates designed to encourage public use. The anticipated \$150,000.00 revenue that will be generated from the event space rentals will help offset the increased operating expenses that will be required for the Central Library. The anticipated \$150,000.00 revenue is included in the Fiscal Year 2014 proposed budget. The proposed fee schedule is attached to this action.

**EQUAL OPPORTUNITY CONTRACTING INFORMATION (IF APPLICABLE):** N/A

**PREVIOUS COUNCIL and/or COMMITTEE ACTION** (describe any changes made to the item from what was presented at committee): No previous discussions on the Central Library special event spaces have taken place.

**COMMUNITY PARTICIPATION AND PUBLIC OUTREACH EFFORTS:** The Library Commission approved unanimously the motion to support the Library Department's proposed fee charges for use of special event spaces in the new Central Library, and recommended that the Library Department proceed with obtaining Council approval in order to implement the proposed fees. All fees recommended in this report have been reviewed by the City Attorney's Office (CAO) for compliance with Proposition 26, approved by voters in 2010.

**KEY STAKEHOLDERS AND PROJECTED IMPACTS:** The special events spaces in the Central Library are already highly desirable to stakeholders throughout the city and are being pre-reserved by organizations for film festivals, concerts, annual meetings, conferences, mixers, and holiday parties. Individuals are reserving spaces for weddings, private parties, and affinity

groups. Since the Central Library is located downtown, it will greatly add to the downtown inventory of available special event spaces.

Barrow, Deborah  
Originating Department

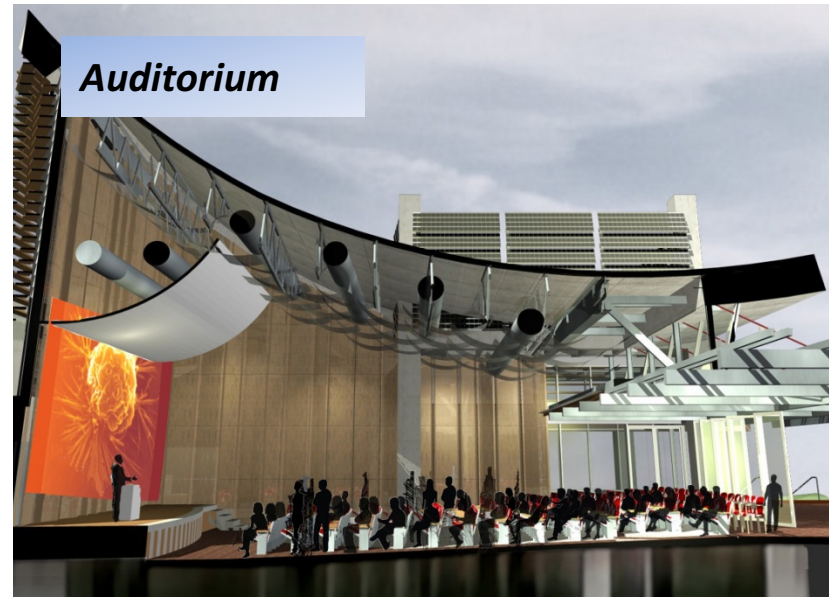
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Deputy Chief/Chief Operating Officer

**Lobby**



**Auditorium**



**SpecialEvents Room**



**Reading Room**





## Proposed SDPL Central Library Event Space Rental Fees

Space	Floor	Daily Rental Fee Commercial	Daily Rental Fee Not for Profit	4 hr Rental Fee Commercial	4 hr Rental Fee Not for Profit	1 hr Rental Fee Commercial	1 hr Rental Fee Not for Profit	Capacity	Square Footage	\$ Cost / Person Commercial	\$ Cost / Person Non-profit
Auditorium	1	\$3,600	\$2,800	\$1,800	\$1,400	\$450	\$350	352		\$10.23 / person	\$8.59 / person
Lobby <sup>1</sup>	1	\$4,000	\$3,000	\$2,000	\$1,500	\$500	\$375	100	1,000	\$40.00 / person	\$9.62 / person
Mary Hollis Clark Conference Center (small only)	1	\$230	\$130	\$115	\$65	\$29	\$16	16	288	\$14.38 / person	\$6.84 / person
Mary Hollis Clark Conference Center (large only)	1	\$270	\$160	\$135	\$80	\$34	\$20	18	396	\$15.00 / person	\$6.15 / person
Mary Hollis Clark Conference Center (combined)	1	\$480	\$260	\$240	\$130	\$60	\$33	46	688	\$10.43 / person	\$5.65 / person
Reading Room <sup>1</sup>	8	\$4,000	\$3,000	\$2,000	\$1,500	\$500	\$375	312	2,000	\$12.82 / person	\$9.62 / person
9th Floor Outdoor Deck and Sculpture Garden	9	\$3,000	\$2,500	\$1,500	\$1,250	\$375	\$313	129	900	\$23.26 / person	\$19.38 / person
Art Gallery	9	\$800	\$650	\$400	\$325	\$100	\$81	60	3,000	\$13.33 / person	\$10.83 / person
Special Events Room <sup>2</sup>	9	\$4,400	\$3,600	\$2,200	\$1,800	\$550	\$450	500	3,500	\$8.80 / person	\$7.20 / person

· Event space fees are based on an all-day (8 hour) rental as a point of comparison. Not necessarily available for all day rental. The base rental will be for 4 hours.

· "\$ cost / person" is calculated by dividing the "rental fee" by the capacity.

· Additional costs will be added for use of the Library's security and parking garage based on the Library's current costs. The renter is responsible for catering and related costs.

· Event space fees may be waived for library sponsored events, Library partnering organization events, City of San Diego affiliated organization events, or at the discretion of the Library Director or designate.

<sup>1</sup> Available for rental after hours only

<sup>2</sup> Rented with Bayview Terrace and Sunset Terrace added at no additional charge

DOCKET SUPPORTING INFORMATION  
CITY OF SAN DIEGO  
**EQUAL OPPORTUNITY CONTRACTING PROGRAM EVALUATION**

DATE: July 2, 2013

SUBJECT: Fees for Library Special Event Space

**GENERAL CONTRACTOR INFORMATION**

Recommended Consultant: Undetermined at this time

**Amount of this Action:** \$ 00.00 (No Cost to City)

Funding Source: Fees

Goal: N/A

**SUBCONSULTANT PARTICIPATION**

There are no subcontractors or subconsultants identified with this action.

**EQUAL EMPLOYMENT OPPORTUNITY COMPLIANCE**

Equal Opportunity: Not Required

This agreement is neither subject to the City's Equal Opportunity Contracting (San Diego Ordinance No. 18173, Section 22.2701 through 22.2708) nor Non-Discrimination in Contracting Ordinance (San Diego Municipal Code Sections 22.3501 through 22.3517)

**ADDITIONAL COMMENTS**

Rental of the Central Library Special Events room and other spaces is projected to generate \$ 150,000 in revenue to offset the additional operating costs.

RW





THE CITY OF SAN DIEGO

# BOARD OF LIBRARY COMMISSIONERS

## Members

Salvatore Giametta, Chair

Susan Atkins · Ann Haddad · Katie Sullivan · Abby Silverman Weiss · Sarah White · Alan Ziegaus

## MEETING NOTICE AND AGENDA

WEDNESDAY, June 5, 2013

COMMISSION ROOM, 12:30 p.m.

Central Library, 820 E Street, San Diego

1. CALL TO ORDER

2. APPROVAL OF MINUTES OF APRIL 17, 2013 MEETING

3. REQUESTS FOR CONTINUANCE

4. NON-AGENDA PUBLIC COMMENT

Time allotted to each speaker is determined by the Chair, however, comments are limited to no more than three (3) minutes **total per subject** regardless of the number of those wishing to speak. Submit requests to speak to Commission Recorder **prior** to the start of the meeting. Pursuant to the Brown Act no discussion or action, other than a referral, shall be taken by the Commission on any issue brought forth under "Non-agenda Public Comment."

5. COMMISSIONER COMMENT

This portion of the agenda provides an opportunity for Commissioners to make announcements or comments regarding items that are not on the agenda.

6. FRIENDS OF THE LIBRARY REPORT

7. LIBRARY FOUNDATION REPORT

8. AGENDA ITEMS

a. Report on Library Construction Projects by the City of San Diego's Deputy Director for Engineering and Capital Projects, Public Works Department (Discussion Item)

- Update on the new Central Library Project
- Update on the Skyline Hills Branch Library Project
- Update on the San Ysidro Branch Library Project
- Update on the Mission Hills/Hillcrest Branch Library Project

**b. Proposed Charges for Use of Special Events Spaces in new Central Library (Action Item):**

**c. Update from the Library Director (Discussion Item)**

- Special Tribute to San Diego's Current Central Library
- Successful Launch of San Diego Circuit Services (San Diego Area Consortium of Libraries Mutual Lending Services)
- One Book, One San Diego Program – Book Selection Made
- Summer Reading Program and Food Bank Drive
- San Diego Unified School District's Free Summer Lunches at Logan Heights Branch Library
- Handout - UT Article on New Children's Museum Art Program at Logan Heights Branch Library

**9. OTHER BUSINESS**

- Date and Location of Next Commission Meeting

**10. ADJOURNMENT**

**NEXT MEETING: Wednesday, July 3, 2013, at 12:30 p.m.**

Assistive Listening devices, sign language interpreters and alternative formats  
available upon request with five working days notice: (619-233-4361/TTD)



THE CITY OF SAN DIEGO

## BOARD OF LIBRARY COMMISSIONERS

### Members

Salvatore Giametta, Chair

Susan Atkins • Ann Haddad • Katie Sullivan • Abby Silverman Weiss • Sarah White • Alan Ziegaus

### MINUTES

#### BOARD OF LIBRARY COMMISSIONERS

#### SAN DIEGO PUBLIC LIBRARY

Wednesday, June 5, 2013

### ATTENDANCE

#### Commissioners:

**Present:** Salvatore Giametta, Susan Atkins, Ann Haddad, Katie Sullivan, Abby Silverman Weiss, Sarah White

**Absent:** Alan Ziegaus

**Staff:** Deborah Barrow, Library Director; Misty Jones, Deputy Director, Central; Bruce Johnson, Deputy Director, Branches; Darren Greenhalgh, Deputy Director, Project Implementation Division; Mark Nassar, Deputy Director, Engineering & Capital Projects; Elif Cetin, Senior Civil Engineer, Engineering & Capital Projects; Carol Tellez, Executive Assistant

**Public:** Ann McDonald, Victor Laruccia

### CALL TO ORDER

Meeting was called to order at 12:32 p.m. in the Commission Room of the Central Library.

### APPROVAL OF MINUTES

The April 17, 2013 minutes were approved unanimously.

### REQUESTS FOR CONTINUANCE

None.

### NON-AGENDA PUBLIC COMMENT:

Victor Laruccia, Executive Director, San Diego Italian Film Festival, spoke warmly about their partnership with the San Diego Public Library and the upcoming fall film festival, which is October 24 through November 2, 2013. Various film festival events will be held at the new Central Library.

### **COMMISSIONER COMMENT:**

Commissioner Giametta thanked the commissioners who participated in the recent Council visits to discuss their FY 2014 budget recommendations for the Library. Commissioner Giametta also mentioned that the IBA (Independent Budget Analyst) had reviewed the Mayor's FY 2014 May Revise and recommended that library hours for the Central and branch libraries be increased.

### **REPORT FROM THE FRIENDS OF THE LIBRARY:** Ann McDonald

The Friends Annual Essay Contest Awards Program was held on May 2 at the Balboa Park Club, and over 200 people attended. Ms. McDonald spoke in favor of increasing library hours at the May 6 Budget Review Committee meeting. Cheryl Price, a retired banker, is the new treasurer for the Friends.

### **LIBRARY FOUNDATION UPDATE:** Susan Howe

The Library Foundation recently received generous donations from the following organizations:

- San Diego Women's Foundation : \$37,000
- San Diego Gas & Electric Company: \$10,000
- Kaiser Permanente: \$15,000

The Library Foundation held the World President's Organization event at the new Central Library. It was a great example of event hosting in the library.

Commissioner Sullivan reported more than 2,700 bricks have been sold for the new Central Library "*Buy a Brick*" campaign!

### **AGENDA ITEMS**

#### **8a. Report on Library Construction Projects by Elif Cetin, Senior Civil Engineer (Discussion Item):**

- New Central Library: Mr. Greenhalgh reported that construction on the Auditorium is nearly complete. The grand opening is scheduled for September 28.
- Skyline Hills Branch Library: Ten proposals from design/builders have been received. The proposals have been shortlisted to three and will be presented to the community for their input. The project is fully funded.
- Mission Hills/Hillcrest Branch Library: Approvals to renew consultant agreements are currently being reviewed.
- San Ysidro Branch Library: Potential sites for this library are being identified.

#### **b. Proposed Charges for Use of Special Events Spaces in new Central Library (Action Item):**

Ms. Barrow gave an overview of the Library Department's proposed fee charges for use of special event spaces in the new Central Library.

After a detailed discussion by the commissioners, the following motion was made:

**Motion**

It was moved to support the Library Department's proposed fee charges for use of special event spaces in the new Central Library, and recommended that the Library Department proceed with obtaining Council approval in order to implement the proposed fees.

The motion was seconded and passed unanimously.

c. Update from the Library Director (Discussion Item):

- On Friday, June 7 a special closing tribute will be held for the current Central Library.
- The successful launch of the San Diego Circuit Services occurred on May 15.
- The *One Book, One San Diego* book selection for 2013 is, "*Caleb's Crossing*."
- The Summer Reading Program kicks off June 15 and the theme is, "*Reading is So Delicious*." The library is partnering with the Jacobs & Cushman San Diego Food Bank this summer and our goal is to collect 7,000 pounds of non-perishable food to help those in need.
- The San Diego Unified School District is offering children free summer lunches at the Logan Heights Branch Library.
- A UT article on the "*New Children's Museum Art Program at the Logan Heights Branch Library*" was handed out to the commissioners.

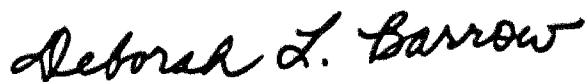
**OTHER BUSINESS**

Commissioner Atkins reported that the LGBT community has fundraised approximately \$85,000 for the new Central Library.

The commission meeting scheduled for Wednesday, July 3 has tentatively been rescheduled to Wednesday, July 17. The location of the meeting will be determined at a later date.

**ADJOURNMENT**

Commissioner Giametta adjourned the meeting at 1:47 p.m.



DEBORAH L. BARROW  
Library Director

## Auditorium Benchmarking

Name	Capacity	Commercial Price/hr	Cost per person/hr Commercial	Non-profit Price/hr	Cost per person/hr Not for Profit
<b>SDPL Central Auditorium*</b>	<b>352</b>	<b>\$450.00</b>	<b>\$1.27</b>	<b>\$350.00</b>	<b>\$0.99</b>
Balboa Park Club Room	500 seated round tables	\$410.00	\$0.82	\$136.00	\$0.27
War Memorial Auditorium	200 banquet 300 meeting	\$308.00	\$1.26	\$103.00	
San Diego Museum of Art	250 400 500	\$100.00	\$0.40	NA	NA
California Center for the Arts, Escondido	400	\$283.00	\$0.70	\$200.00	\$0.50
Museum of Contemporary Art San Diego - La Jolla	492	\$356.00	\$0.72	\$306.25	\$0.62
Chicago Public Library	385	\$812.50	\$2.11	\$625.00	\$1.62
Indianapolis Public Library	329	\$400.00	\$1.21	\$275.00	\$0.83
Phoenix Public Library	250	\$125.00	\$0.50	NA	NA
Seattle Public Library	275	\$200.00	\$0.73	NA	NA
Los Angeles Public	400	\$312.50	\$0.78	NA	NA
Salt Lake City Public	450	\$275.00	\$0.61	\$137.50	\$0.31

\*State-of-the-Art AV, desirable location, piano

## Special Events Room Benchmarking

Name	Capacity	Sq ft	Commercial Price/hr	Cost per person/hr Commercial	Non-profit Price/hr	Cost per person/hr Not for Profit
<b>SDPL Special Events*</b>	<b>216 seated round tables 333 lecture seating 500 standing</b>	<b>3,605</b>	<b>\$550.00</b>	<b>\$1.13</b>	<b>\$450.00</b>	<b>\$0.90</b>
Balboa Park Club Room	500 seated round tables	12,960	\$410.00	\$0.82	\$136.00	\$0.27
War Memorial Auditorium	200 banquet 300 meeting	3,150	\$308.00	\$1.26	\$103.00	\$0.34
San Diego Museum of Art	200 500		\$100.00	\$0.50	NA	NA
Birch Aquarium	160 200 400		\$487.50	\$1.21	NA	NA
Hall of Champions	350 500		\$546.88	\$1.10	\$275.00	\$0.55
Museum of Contemporary Art San Diego - La Jolla	200 500		\$625.00	\$1.25	NA	NA
Museum of Contemporary Art San Diego - Downtown SD	500	5,000	\$475.00	\$0.95	NA	NA
Boston Public Library (Popular Reading Room - open space )	180 240	3,120	\$525.00	\$17.50	\$420.00	\$15.25
Seattle Public Library (Norcliffe Foundation Living Room)	400		\$500.00	\$6.25	NA	NA
Los Angeles Public	400		\$312.50	\$0.78	NA	NA
Kansas City Public	250		\$625.00	\$2.50	\$437.50	\$1.75
Salt Lake City Public	450		\$275.00	\$0.61	\$137.50	\$0.31

\*State-of-the-Art AV from Auditorium, incredible view, two balconies, kitchen, pass through service to balcony